

ADDY Winners Book with Credits

American Advertising Federation of Dubuque - District Nine

SALES PROMOTION

Sales Kit

Award: Silver ADDY

Entrant: Mission Creative

Advertiser: TC Networks

Title: TC Networks

Contributors:

Tom Culbertson, Creative Director

Sean Murphy, Senior Designer

Michelle Woolf, Account Executive

Luke Gibbs, Project Coordinator

Roger Tyson, President/Partner

Jim Dale, Copy Writer

Union-Hoermann Press, Printing

Award: Silver ADDY

Entrant: McCullough Creative, Inc.

Advertiser: John Deere Construction & Forestry Company

Title: D-Series Skid Steer Kit

Contributors:

Brett Bedard, Coordination

McCullough Creative Team, Design

Menu

Award: Silver ADDY

Entrant: Mystique Casino

Advertiser: Mystique Casino

Title: Champagne Restaurant Menu

Contributors:

Tanya Cook-Drish, Marketing

Amy Hull, Marketing Director

John Torres, Food & Beverage Director

Brandy Welter, Marketing Manager

Packaging

Award: Silver ADDY

Entrant: Loras College

Advertiser: Loras College

Title: Loras Accomplishments

Contributors:

Sue Czesinski, Project Coordinator

Mary Kay Mueller, Design

Angie FitzPatrick, Copy

Tasha Lippold, Copy

Scott Printing & Design, Printer

Carlisle Ryan Digital Services, Printer

Point-of-Purchase

Award: Gold ADDY

Entrant: Dupaco Community Credit Union

Advertiser: Dupaco Community Credit Union

Title: Sycamore Street Experience

Contributors:

Dupaco Marketing Team, Concept

Refinery Design Company, Concept, Design

McCullough Creative Group, Production

Bob Reding, Jim Shafer, Images, Memorabilia

Gerardy Construction, Brimeyer Painting, Production

Trade Show Exhibit

Award: Silver ADDY
Entrant: McCullough Creative, Inc.
Advertiser: John Deere Construction & Forestry Company
Title: D-Series Skid Steer Suggestion Box Display
Contributors:
Dave Althaus, Coordination
Bob Zeidler, Coordination
McCullough Creative Team, Design

Video Sales Presentation

Award: Gold ADDY
Entrant: McCullough Creative, Inc.
Advertiser: John Deere Construction & Forestry Company
Title: Fleet Care Program Animation
Contributors:
Dave Wilson, Coordination
Randy Nelson, Coordination
McCullough Creative Team, Design

COLLATERAL MATERIAL

Annual Report, Color

Award: Silver ADDY
Entrant: McCullough Creative, Inc.
Advertiser: Heartland Financial USA, Inc.
Title: 2008 Heartland Financial USA, Inc. Annual Report
Contributors:
Dawn Oelke, Coordination
Joey Wallace, Photography
Tom Jensen, Copywriting
McCullough Creative Team, Design

Award: Silver ADDY
Entrant: Cottingham & Butler
Advertiser: Cottingham & Butler
Title: 2008 Annual Report
Contributors:
Brian Davis, Director of Marketing Design
Kassy Herrig, Marketing Coordinator

Brochure, Color

Award: Gold ADDY
Entrant: Cottingham & Butler
Advertiser: Cottingham & Butler
Title: Break Free Take Control Captive Brochure
Contributors:
Brian Davis, Director of Marketing Design
Kassy Herrig, Marketing Coordinator

Award: Gold ADDY
Entrant: Refinery Design Company
Advertiser: DHCU Community Credit Union
Title: DHCU Member Kit
Contributors:
Michael Schmalz Jr., Designer
Cheryl Frame, Project Coordinator

Award: Silver ADDY
Entrant: Design Photography
Advertiser: Halcon Corporation
Title: Halcon Agenda
Contributors:

Ken Smith / Design Photography , Photographer
Fred Poisson / Halcon Corporation, Design / Production
Michael Vanderbyle / Vanderbyle Design, Design

Award: Silver ADDY

Entrant: Design Photography

Advertiser: Halcon Corporation

Title: Halcon Mitre

Contributors:

Ken Smith / Design Photography , Photographer
Fred Poisson / Halcon Corporation, Design / Production
Alex Davis / Halcon Corporation , Art Direction

Award: Silver ADDY

Entrant: Loras College

Advertiser: Loras College

Title: Loras Collection of Christmas Designs

Contributors:

Mary Kay Mueller, Design
Wendy Romero, Project Consultant
Spring 2009 IVA Students , Art

Cover

Award: Gold ADDY

Entrant: McGraw-Hill Higher Education

Advertiser: McGraw-Hill Higher Education

Title: Bauer/Westfall: University Physics, 1e

Contributors:

David Hash, Senior Designer
Lehigh/Phoenix, Cover Printer
Debra Hash, Sponsoring Editor
Mary Hurley, Developmental Editor
Jayne Klein, Project Manager
Michelle Whitaker, Creative Services Manager

Award: Silver ADDY

Entrant: kendallhunt publishing

Advertiser: Kendallhunt Publishing Company

Title: Psychology of Deception

Contributors:

Suzanne Millius, Designer

Award: Silver ADDY

Entrant: McGraw-Hill Higher Education

Advertiser: McGraw-Hill Higher Education

Title: Raven/Johnson: Biology, 9e

Contributors:

David Hash, Senior Designer
Lehigh/Phoenix, Cover Printer
Janice Roerig-Blong, Publisher
Rose Koos, Senior Developmental Editor
Patrick Reidy, Marketing Director
Sheila Frank, Lead Project Manager
Michelle Whitaker, Creative Service Manager

Award: Silver ADDY

Entrant: Kendall Hunt Publishing

Advertiser: Kendall Hunt Publishing

Title: Sparks

Contributors:

Jeni Chapman, Graphic Designer

Series

Award: Silver ADDY

Entrant: McGraw-Hill Higher Education

Advertiser: McGraw-Hill Higher Education

Title: Miller/O'Neil/Hyde: Developmental Math Series, 3e

Contributors:

Laurie Janssen, Senior Designer
Lehigh/Phoenix, Cover Printer
Emilie Berglund, Developmental Editor
David Millage, Sponsoring Editor
Peggy Selle, Project Manager
Michelle Whitaker, Creative Services Manager

Special Event Card

Award: Gold ADDY

Entrant: DreamCatcher Production

Advertiser: Ghost Player, LLC

Title: Ghost Player

Contributors:

Joe Scherrman, Director & Owner DreamCatcher
Nick Vetter, Low & Inside Creative Marketing

Special Event Invitation

Award: Silver ADDY

Entrant: Heartland Financial USA, Inc.

Advertiser: Dubuque Bank & Trust

Title: Dubuque Bank & Trust Holiday Party Invitation

Contributors:

Heartland Financial, Marketing Department

Award: Silver ADDY

Entrant: Loras College

Advertiser: Loras College

Title: 2009 Homecoming Invitation

Contributors:

Mary Kay Mueller, Design & Project Coordinator
Welu Printing Co., Printer

DIRECT MARKETING**Direct, B-to-B or Consumer**

Award: Silver ADDY

Entrant: McCullough Creative, Inc.

Advertiser: John Deere Construction & Forestry Company

Title: 2009 GIE Preshow Mailer

Contributors:

Brett Bedard, Coordination
McCullough Creative Team, Design

Award: Silver ADDY

Entrant: McCullough Creative, Inc.

Advertiser: John Deere Construction & Forestry Company

Title: CBD Rental Mailer

Contributors:

Holly McAvoy, Coordination
Scott Ford, Coordination
McCullough Creative Team, Design

Direct Campaign, B-to-B or Consumer

Award: Silver ADDY

Entrant: McCullough Creative, Inc.

Advertiser: John Deere Construction & Forestry Company

Title: JD Link Direct Mail Campaign

Contributors:

Holly McAvoy, Coordination
Randy Nelson, Coordination
McCullough Creative Team, Design
Paul Gardner, Programming

Award: Silver ADDY
Entrant: McCullough Creative, Inc.
Advertiser: John Deere Construction & Forestry Company
Title: CTL Introduction Campaign
Contributors:
Holly McAvoy, Coordination
Erika Reason, Coordination
McCullough Creative Team, Design

OUT-OF-HOME

Outdoor Board

Award: Silver ADDY
Entrant: Mission Creative
Advertiser: Prairie Meadows
Title: Prairie Meadows 3 Miles
Contributors:
Tom Culbertson, Creative Director
Sean Murphy, Senior Designer
Betsy McCloskey, Managing Director
Jeff Nelson, Director of Marketing

Award: Silver ADDY
Entrant: McCullough Creative, Inc.
Advertiser: Dubuque ENT Head & Neck Surgery
Title: Oticon Hearing Aid Billboard
Contributors:
Leianne Bettcher, Coordination
McCullough Creative Team, Design

Vehicle Graphic Advertising

Award: Silver ADDY
Entrant: McCullough Creative, Inc.
Advertiser: Mystique
Title: Mystique Shuttle Bus Wrap Design
Contributors:
Amy Hall, Coordination
McCullough Creative Team, Design

Site, Exterior Static

Award: Silver ADDY
Entrant: Mission Creative
Advertiser: Storm Lake United
Title: Storm Lake Park Signage System
Contributors:
Tom Culbertson, Creative Director
Sean Murphy, Senior Designer
Betsy McCloskey, Managing Director
Luke Gibbs, Project Coordinator
Gary Lalone, Executive Director
Rick Drieske, Lange Sign Group, Production/Installation

Out-of-Home Campaign

Award: Silver ADDY
Entrant: Loras College
Advertiser: Loras College
Title: Loras 'be' Outdoor Campaign
Contributors:
Sue Czeshinski, Project Coordinator
Mary Kay Mueller, Design
Lamar Advertising Company, Billboard Display

NON-TRADITIONAL ADVERTISING

Non-Traditional

Award: Gold ADDY

Entrant: Clarke College

Advertiser: Clarke College

Title: Clarke College Summer School Campaign

Contributors:

Marketing and Communication Team

Gayle McAllister, Lead Designer

Justine Ehlers, Posting Manager

CONSUMER OR TRADE PUBLICATION

Consumer/Trade, Fractional Page, Color

Award: Silver ADDY

Entrant: McCullough Creative, Inc.

Advertiser: AgVenture Mid-South / Dulaney Seed Company

Title: A Soybean is a Soybean Ad

Contributors:

Charlie Robinette, Coordination

McCullough Creative Team, Photography, Copywriting,

INTERACTIVE MEDIA

Website, B-to-B HTML, Products

Award: Silver ADDY

Entrant: Mission Creative

Advertiser: Ossian, Inc.

Title: Kemdek Performance De-Icers

Contributors:

Jennifer Belvel, Interactive Media Director

Matt Connolly, Programmer/Systems Administrator

Heather Ames, Designer

Sean Murphy, Senior Designer

Michelle Woolf, Account Executive

Mike Ossian, Project Facilitator

Website, Consumer HTML, Services

Award: Gold ADDY

Entrant: McCullough Creative, Inc.

Advertiser: Dubuque Area Labor Management Council and ECIA

Title: Access My Future Website

Contributors:

Candace Endaley, Coordination

McCullough Creative Team, Design

E-Mails / E-Cards

Award: Gold ADDY

Entrant: Clarke College

Advertiser: Clarke College

Title: Clarke College Easter E-greeting

Contributors:

Melanie Johnson, Lead Designer and Web Developer

Marketing and Communication Team, Project Support

Award: Silver ADDY

Entrant: McCullough Creative, Inc.

Advertiser: John Deere Construction & Forestry Company

Title: 2010 Fly-In Invite

Contributors:

Dave Althaus, Coordination
Xenya Mucha, Coordination
McCullough Creative Team, Design

Micro or Mini Sites

Award: Gold ADDY

Entrant: McCullough Creative, Inc.

Advertiser: John Deere Construction & Forestry Company

Title: Rental Landing Page

Contributors:

Erika Reason, Coordination
McCullough Creative Team, Design

Online Campaign

Award: Gold ADDY

Entrant: McCullough Creative, Inc.

Advertiser: Clarke College

Title: 2010 Inquiry eCampaign

Contributors:

Jamie Specht, Coordination
McCullough Creative Team, Design
Jessica Parsons, Programming

RADIO**Local Radio**

Award: Gold ADDY

Entrant: Queen B Radio

Advertiser: Joden's Shell and Sporting Goods

Title: Joden's - Dead Deer

Contributors:

Johnny Page, Writer - Producer - Talent
Daryl Fischer, Talent - Creative Consultant

Award: Silver ADDY

Entrant: Queen B Radio

Advertiser: Holiday Gardens Event Center

Title: Holiday Gardens - Fish Fry

Contributors:

Daryl Fischer, Writer - Producer - Talent
Brent Johnson, Talent

Local Radio Campaign

Award: Gold ADDY

Entrant: Dupaco Community Credit Union

Advertiser: Dupaco Community Credit Union

Title: Bring Us Your Fine Print

Contributors:

Dupaco Marketing Team, Creative Concept, Copywriting
The Studio Center, Production, Editing

Award: Silver ADDY

Entrant: Mission Creative

Advertiser: Telegraph Herald

Title: Designed to fit your life.

Contributors:

Tom Culbertson, Creative Director
Sean Murphy, Senior Designer
Betsy McCloskey, Managing Director
Lindsay Ayliffe, Copy Writing
Sunspots, Production

TELEVISION

Local TV

Award: Gold ADDY
Entrant: McCullough Creative, Inc.
Advertiser: Heartland Financial USA, Inc.
Title: Oh Give Me A Home TV Commercial
Contributors:
Dawn Oelke, Coordination
McCullough Creative Team, Design

Award: Silver ADDY
Entrant: McCullough Creative, Inc.
Advertiser: Heartland Financial USA, Inc.
Title: Big Fat Interest TV Commercial
Contributors:
Dawn Oelke, Coordination
McCullough Creative Team, Design

Award: Silver ADDY
Entrant: OnMedia Ad Sales
Advertiser: Trappist Caskets
Title: Cycle of Life, Hands, Unique
Contributors:
Dan Rouse, Producer/Director & Copy/Concept
Sam Mulgrew, Copy/Concept
Loras Productions, Videography & Editing

MIXED/MULTIPLE MEDIA

Mixed-Media, Local Consumer

Award: Gold ADDY
Entrant: Mercy Medical Center
Advertiser: Mercy Medical Center
Title: Mercy Birth Center
Contributors:
Hult Fritz Matuszak Advertising Agency, Concept/Design
Barb Runde, Project Coordinator
Jennifer Faley, Project Coordinator
Keri Gockel, Project Coordinator
Jill Miller, Project Coordinator
Dianna Kirkwood, Director of Marketing

Award: Silver ADDY
Entrant: Mercy Medical Center
Advertiser: Mercy Medical Center
Title: Mercy Leads
Contributors:
Hult Fritz Matuszak Advertising Agency, Concept/Design
Barb Runde, Project Coordinator
Jennifer Faley, Project Coordinator
Keri Gockel, Project Coordinator
Jill Miller, Project Coordinator
Dianna Kirkwood, Director of Marketing

Award: Silver ADDY
Entrant: Dupaco Community Credit Union
Advertiser: Dupaco Community Credit Union
Title: Bring Us Your Fine Print
Contributors:
Dupaco Marketing Team, Concept, Copywriting, Design
Refinery Design Company, Design
The Studio Center, Editing, Production

Mixed-Media, National Consumer

Award: Gold ADDY

Entrant: Clarke College

Advertiser: Clarke College

Title: Homecoming 2009 Campaign

Contributors:

Gayle McAllister, Lead Designer

Melanie Johnson, Web Developer

Tricia Pitz, Creative Director

Jamie Specht, Project Manager

Mike Cyze, Copywriter

Katie Bahl, Client

ADVERTISING FOR THE ARTS & SCIENCES

Arts, Brochure

Award: Silver ADDY

Entrant: Clarke College

Advertiser: Clarke College

Title: Arts at Clarke Brochure

Contributors:

Melanie Johnson, Lead Designer

Mike Cyze, Copywriter

Jamie Specht, Project Manager

Gayle McAllister, Project Support

Arts, Poster

Award: Gold ADDY

Entrant: Mission Creative

Advertiser: Dubuque County Fine Arts Society

Title: MOMENTUM

Contributors:

Tom Culbertson, Creative Director

Sean Murphy, Senior Designer

Paula Neuhaus, Administrative Director

Gene Tully, Consultant/Guru/Brainchild/Muse

Aaron Hefel, Entertainment Director

Rich Rossignol, Gallery Director

Tim McNamara, Founding Father

Woodward Printing Services, Printing

Award: Gold ADDY

Entrant: Mission Creative

Advertiser: National Mississippi River Museum & Aquarium

Title: Your best shot for summer time fun.

Contributors:

Tom Culbertson, Designer/Illustrator

Mission Creative Staff, Creative Direction

John Sutter, Project Coordination

Union-Hoermann Press, Printing

Arts, Invitation

Award: Silver ADDY

Entrant: Imagine That!

Advertiser: University of Dubuque

Title: Founders Day Ball

Contributors:

Kelly Jo Fassbinder, Designer

University of Dubuque, Client

Arts, Mixed Media Campaign

Award: Gold ADDY

Entrant: DreamCatcher Production
Advertiser: Ghost Player, LLC
Title: Field of Dreams Ghost Players
Contributors:

Joe Scherrman, Director & Owner ,DreamCatcher
Suzie Wright, Creative & Owner ,BallyHoo Creative
Nick Vetter, Creative & Owner ,Low and Inside
Aaron Spears, Editor Metro Studios
Mark Jones, Website Design

Award: Silver ADDY

Entrant: Mission Creative
Advertiser: Dubuque County Historical Society
Title: Lizards on the Loose!
Contributors:

Tom Culbertson, Creative Director
Sean Murphy, Senior Designer
Vicki Dirksen, Interactive Media Director
Heather Ames, Designer
John Sutter, Marketing Director
Sunsports , Sound Design
Jason Alley , Copy Writer

Award: Silver ADDY

Entrant: Mission Creative
Advertiser: Dubuque Art Center
Title: Matter. The design store with a cause.
Contributors:

Tom Culbertson, Creative Director
Sean Murphy, Senior Designer
Jennifer Belvel, Interactive Media Director
Jordan DeGree, Founder/CEO
Betsy McCloskey, Managing Director

PUBLIC SERVICE

Public Service, Annual Report

Award: Gold ADDY
Entrant: McCullough Creative, Inc.
Advertiser: Community Foundation of Greater Dubuque
Title: Community Foundation of Greater Dubuque 2009 Annual Report
Contributors:

Nancy VanMilligen, Coordination
M.J. Smith, Coordination
Paul Lange, Illustration
McCullough Creative Team, Design

Public Service, Invitation

Award: Silver ADDY
Entrant: Dubuque Area Chamber of Commerce
Advertiser: Dubuque Area Chamber of Commerce
Title: Annual Dinner Invitation
Contributors:

Annie Koelker, Graphic Designer
Kelley Schiesl, Director of Marketing
Molly Grover, President & CEO
Union-Hoermann Press, Printer

ADVERTISING INDUSTRY SELF-PROMOTION

Self-Promotion, Broadcast

Award: Gold ADDY
Entrant: Mission Creative

Advertiser: Mission Creative
Title: Mission Creative ON-HOLD
Contributors:
Tom Culbertson, Creative Director
Sean Murphy, Senior Designer
Betsy McCloskey, Managing Director
Jason Alley, Copy Writing
Sunspots Production, Production

Self-Promotion, Interactive

Award: Gold ADDY
Entrant: McCullough Creative, Inc.
Advertiser: McCullough Creative
Title: McCullough Creative Website
Contributors:
McCullough Creative Team, Copywriting and Design
Paul Gardner, Programming

Award: Silver ADDY
Entrant: Design Photography
Advertiser: Design Photography Inc.
Title: Design Photography Web Site
Contributors:
Ken Smith / Design Photography, Design / art direction

Award: Silver ADDY
Entrant: Mission Creative
Advertiser: Mission Creative
Title: Ideas with intent
Contributors:
Jennifer Belvel, Interactive Media Director
Matt Connolly, Programmer/Systems Administrator
Tom Culbertson, Creative Director
Sean Murphy, Senior Designer
Betsy McCloskey, Managing Director
Vicki Dirksen, Director of Media Communications
Heather Ames, Designer
Rob Lombardi, Copy Writer
Luke Gibbs, Project Coordinator
Michelle Woolf, Account Executive

Self-Promotion, Out-of-Home

Award: Silver ADDY
Entrant: McCullough Creative, Inc.
Advertiser: McCullough Creative
Title: McCullough Creative Interior Graphics
Contributors:
McCullough Creative Team, Design

Self-Promotion, Direct

Award: Silver ADDY
Entrant: Design Photography
Advertiser: Design Photography Inc.
Title: Design Photography Architectural Portfolio
Contributors:
Ken Smith / Design Photography, Photographer / Design

Award: Silver ADDY
Entrant: McCullough Creative, Inc.
Advertiser: McCullough Creative
Title: 2009 McCullough Creative Holiday Promo
Contributors:
McCullough Creative Team, Photography, Copywriting,

Self-Promotion, Campaign

Award: Silver ADDY
Entrant: Two Dames Design
Advertiser: Two Dames Design
Title: Two Dames Design Stationery
Contributors:
Jane Buse, Two Dames Design
Tricia Pitz, Two Dames Design

Self-Promotion, Mixed Media Campaign

Award: Gold ADDY
Entrant: Mission Creative
Advertiser: AAF Dubuque
Title: Explore Your Creativity
Contributors:
Tom Culbertson, Creative Director
Sean Murphy, Senior Designer
Jennifer Belvel, Interactive Media Director
Matt Connolly, Programmer/System Administrator
Heather Ames, Designer
Jamie Specht, AAF 9th District Officer
Tricia Pitz, AAF Dubuque Committee
Jennifer Hanniford, AAF Dubuque Committee

Award: Gold ADDY
Entrant: McCullough Creative, Inc.
Advertiser: McCullough Creative
Title: eCruiting Campaign
Contributors:
Bob Neumann, Coordination
McCullough Creative Team, Design

ELEMENTS OF ADVERTISING

Logo

Award: Gold ADDY
Entrant: Mission Creative
Advertiser: Riverview Center
Title: Riverview Center: Creating a Community Free of Sexual Violence
Contributors:
Tom Culbertson, Creative Director
Sean Murphy, Senior Designer
Josh M. Jasper, M.S.W., President/C.E.O.
Kari Bahl, Fund Development Director
Joy Jager, Violence Prevention Educator/ Legal-Medical
Kathy McDermott, Therapist
Luke Gibbs, Project Coordinator

Award: Gold ADDY
Entrant: Mission Creative
Advertiser: Buena Vista Regional Medical Center
Title: First Embrace
Contributors:
Tom Culbertson, Creative Director
Sean Murphy, Senior Designer
Betsy McCloskey, Managing Director
Vicki Dirksen, Director of Media Communications
Ann Mackrill-Wilson, Marketing and PR director
Coleen Imming, Committee
Diane Porter, Committee
Todd Hudspeth, CEO/Administrator

Award: Gold ADDY
Entrant: Mission Creative
Advertiser: Metal Head Custom Fabrication
Title: Metal Head Custom Fabrication

Contributors:

Tom Culbertson, Creative Director
Kevin Pladna, Owner
Judy Pladna, Naming

Award: Gold ADDY**Entrant:** Mission Creative**Advertiser:** Chestnut Mountain Resort**Title:** Let's go nuts.**Contributors:**

Tom Culbertson, Creative Director
Sean Murphy, Senior Designer
Vicki Dirksen, Director of Media Communications
Mike Murphy, General Manager
Stewart Stoffregen, Marketing Director
Erin Murphy, General Manager
Merri Sevey, Marketing Coordinator

Award: Gold ADDY**Entrant:** Mission Creative**Advertiser:** Dubuque Art Center**Title:** Art Market Dubuque**Contributors:**

Tom Culbertson, Creative Director
Sean Murphy, Senior Designer
Jordan DeGree, Founder/CEO
Luke Gibbs, Project Coordinator
Dubuque Area Conventions and Visitors Bureau, Project

Award: Silver ADDY**Entrant:** Angie FitzPatrick**Advertiser:** Colbey Decker, Make Your Day Designs**Title:** Make Your Day Designs Logo**Contributors:**

Angie FitzPatrick, Design
Carlisle Ryan Digital Services, Printing

Award: Silver ADDY**Entrant:** Imagine That!**Advertiser:** Dubuque Regional Humane Society**Title:** Coffee 4 Critters Logo**Contributors:**

Kelly Jo Fassbinder, Designer
Dubuque Regional Humane Society, Client

Illustration**Award:** Silver ADDY**Entrant:** Refinery Design Company**Advertiser:** Dubuque Main Street**Title:** Dubuque...And All That Jazz!**Contributors:**

Michael Schmalz Jr., Illustrator
Paula Neuhaus, Project Coordinator

Photography, Color**Award:** Silver ADDY**Entrant:** Design Photography**Advertiser:** Flexsteel Industries**Title:** Flexsteel Seating**Contributors:**

Ken Smith / Design Photography, Photographer
Lance Rygh / Flexsteel Industries, Art Director
Brian Southwood / Mystique Casino, Chief Go-To-Guy

Award: Silver ADDY**Entrant:** Design Photography**Advertiser:** Struxture Architects

Title: PFG Lobby

Contributors:

Ken Smith / Design Photography, Photographer
Jerry Grier, Photographer assistant Lighting Tech
Mark Nicol / Struxture, Marketing Manager

Photography, Campaign

Award: Silver ADDY

Entrant: Design Photography

Advertiser: Halcon Corporation

Title: Halcon Attache

Contributors:

Ken Smith / Design Photography, Photographer
Alex Davis / Halcon Corporation, Product Engineer
Michael Vanderbyle / Vanderbyle Design, Art Direction

Photography, Campaign

Award: Gold ADDY

Entrant: McCullough Creative, Inc.

Advertiser: McCullough Creative

Title: 2009 McCullough Creative Holiday Promo

Contributors:

McCullough Creative Team, Copywriting and Design

STUDENT ADDY CATEGORIES

Packaging

Award: Student Gold
Entrant: Sean Voigts
Advertiser: University of Wisconsin - Platteville
Title: Fresca Bottles

Award: Student Silver
Entrant: Kevin M Schuster
Advertiser: Northeast Iowa Community College
Title: Solar Foods Breakfast Blastoff

Point of Purchase

Award: Student Silver
Entrant: Kevin M. Schuster
Advertiser: Northeast Iowa Community College
Title: Smooth Finish menu

Stationery Package

Award: Student Gold ADDY
Entrant: Krystal Rose Kennicker
Advertiser: Loras College
Title: Easter Card
Contributors:
Krystal Rose Kennicker, Concept and Design

Award: Student Silver ADDY
Entrant: Krystal Kennicker
Advertiser: Loras College
Title: Christmas Card
Contributors:
Krystal Kennicker, Design & Artwork
Mary Kay Mueller, Art Director
Wendy Romero, Project Consultant
Printers Plus, Printer

Award: Student Silver ADDY
Entrant: Natalie Roling
Advertiser: Loras College
Title: Christmas Card
Contributors:
Natalie Roling, Design & Artwork
Mary Kay Mueller, Art Director
Wendy Romero, Project Consultant
Printers Plus, Printer

Brochure

Award: Student Gold ADDY
Entrant: Taylor Kellogg
Advertiser: Clarke College
Title: Janie & Jack Standards Manual

Award: Student Silver ADDY
Entrant: Taylor Kellogg
Advertiser: Clarke College
Title: Spring Golf Outing
Contributors:
Annie Koelker, Graphic Designer
Kelley Schiesl, Director of Marketing
Molly Grover, President/CEO

Poster

Award: Student Gold ADDY
Entrant: Ashley Hosch
Advertiser: Northeast Iowa Community College
Title: Anatomy of Type Poster

Award: Student Gold ADDY
Entrant: Kayleigh Robinson
Advertiser: University of Dubuque
Title: Domestic Abuse Awareness
Contributors:
Kayleigh Robinson, Designer

Award: Student Gold ADDY
Entrant: Doug Auerbach
Advertiser: University of Dubuque
Title: Domestic Abuse Awareness
Contributors:
Doug Auerbach, Designer

Award: Student Silver ADDY
Entrant: Adam Demers
Advertiser: University of Dubuque
Title: Futura Type
Contributors:
Adam Demers, Designer

Award: Student Silver ADDY
Entrant: Taylor Kellogg
Advertiser: Clarke College
Title: DBQ Live Poster
Contributors:
Annie Koelker, Graphic Designer
Kelley Schiesl, Director of Marketing
Molly Grover, President/CEO

Award: Student Silver ADDY
Entrant: Alejandra Monroy
Advertiser: Loras College
Title: Dance Festival Poster

Out-of-Home

Award: Student Gold ADDY
Entrant: Sean Voigts
Advertiser: University of Wisconsin - Platteville
Title: Arena Light Pole Banners

Award: Student Silver ADDY
Entrant: Brandon Dobson
Advertiser: University of Dubuque
Title: Study Gaming at the University of Dubuque
Contributors:
Brandon Dobson, Designer

Non-Traditional Advertising

Award: Student Silver ADDY
Entrant: Alyson Leahy
Advertiser: University of Wisconsin-Platteville
Title: On Wisconsin

Newspaper, Insert

Award: Student Silver ADDY
Entrant: Cameron Raab
Advertiser: University of Dubuque
Title: Lucid
Contributors:

Cameron Raab, Designer

Interactive, Website

Award: Student Gold ADDY

Entrant: Kevin James

Advertiser: University of Dubuque

Title: Kevin James Website Portfolio

Contributors:

Kevin James, Designer

Interactive, Online

Award: Student Silver ADDY

Entrant: Kevin James

Advertiser: University of Dubuque

Title: Paper Towns Banner

Contributors:

Kevin James, Designer

Cover

Award: Student Silver ADDY

Entrant: Krystal Kennicker

Advertiser: Loras College

Title: 2009 Alpha/Outlet

Contributors:

Krystal Kennicker, Cover Design & Alpha Artwork

Mara Felton, Outlet Artwork

Mary Kay Mueller, Art Director

Fidlar Printing Co., Printer

Television

Award: Student Gold ADDY

Entrant: Alejandra Monroy

Advertiser: Loras College

Title: Recruitment Video

Contributors:

Alejandra Monroy, Student

Megan Stralow, Student

Mixed Media Campaign

Award: Student Silver ADDY

Entrant: Krystal Ros rege Kennicker

Advertiser: Loras College

Title: Dubuque Community "Y" Tasting

Contributors:

Krystal Rose Kennicker, Design

Award: Student Silver ADDY

Entrant: Tyler Owen

Advertiser: University of Dubuque

Title: Sammy's Random Seed Games

Contributors:

Tyler Owen, Designer

Logo

Award: Student Gold ADDY

Entrant: Taylor Kellogg

Advertiser: Clarke College

Title: Janie & Jack Logo

Award: Student Gold ADDY

Entrant: Michele Gelaude

Advertiser: Dubuque Area Chamber of Commerce
Title: Art Market Logo
Contributors:
Michele Gelaude, Designer
Annie Koelker, Art Director

Award: Student Silver ADDY
Entrant: Michele Gelaude
Advertiser: Dubuque Area Chamber of Commerce
Title: Iowa Tourism Award Logo Series
Contributors:
Michele Gelaude, Designer
Annie Koelker, Art Director
Kelley Schiesl, Director of Marketing
Keith Rahe, Director of Convention & Visitors Bureau
Katie Simmons, Sales Manager
Julie Kronlage, Director of Sales

Award: Student Silver ADDY
Entrant: Frank Bisek
Advertiser: University of Dubuque
Title: The Bank Bar & Grille
Contributors:
Frank Bisek, Designer

Illustration

Award: Student Gold ADDY
Entrant: Anthony Noel
Advertiser: University of Dubuque
Title: Clapboard House
Contributors:
Anthony Noel, Designer

Award: Student Silver ADDY
Entrant: Derek DeVries
Advertiser: University of Dubuque
Title: Freestyle Jump
Contributors:
Derek DeVries, Designer

Digitally Enhanced Illustration

Award: Student Gold ADDY
Entrant: Evan Stickfort
Advertiser: Clarke College
Title: The New Neighbors
Contributors:
Evan Stickfort, Artist

Award: Student Silver ADDY
Entrant: Tim Weber
Advertiser: University of Dubuque
Title: Digital Dining Room
Contributors:
Tim Weber, Designer

Digitally Enhanced Photography

Award: Student Silver ADDY
Entrant: Doug Auerbach
Advertiser: University of Dubuque
Title: Self Portrait
Contributors:
Doug Auerbach, Designer

Animation

Award: Student Silver ADDY

Entrant: Stephen Evertse

Advertiser: University of Dubuque

Title: My Only One

Contributors:

Stephen Evertse, Project Manager and Animator

Award: Student Silver ADDY

Entrant: Kayleigh Robinson

Advertiser: University of Dubuque

Title: Punahilkka & Susi

Contributors:

Kayleigh Robinson, Animator and Author, Children's Story

Award: Student Silver ADDY

Entrant: Jon Grobstick

Advertiser: University of Dubuque

Title: Cold

Contributors:

Jon Grobstick, Animator

Final Fifteen Winners and Best of Show

Online Campaign

Award: Final Fifteen and BEST OF SHOW

Entrant: McCullough Creative, Inc

Advertiser: Clarke College

Title: 2010 Inquiry eCampaign

Contributors:

Jamie Specht, Coordination

McCullough Creative Team, Design

Jessica Parsons, Programming

Video Sales Presentation

Award: Final Fifteen

Entrant: McCullough Creative, Inc.

Advertiser: John Deere Construction & Forestry Company

Title: Fleet Care Program Animation

Contributors:

Dave Wilson, Coordination

Randy Nelson, Coordination

McCullough Creative Team, Design

Brochure, Color

Award: Final Fifteen

Entrant: Cottingham & Butler

Advertiser: Cottingham & Butler

Title: Break Free Take Control Captive Brochure

Contributors:

Brian Davis, Director of Marketing Design

Kassy Herring, Marketing Coordinator

Non-Traditional

Award: Final Fifteen

Entrant: Clarke College

Advertiser: Clarke College

Title: Clarke College Summer School Campaign

Contributors:

Marketing and Communication Team, Concept and

Gayle McAllister, Lead Designer

Justine Ehlers, Posting Manager

Website, Consumer HTML, Services

Award: Final Fifteen

Entrant: McCullough Creative, Inc.

Advertiser: Dubuque Area Labor Management Council and ECIA

Title: Access My Future Website

Contributors:

Candace Eudaley, Coordination

McCullough Creative Team, Design

Mixed-Media, National Consumer

Award: Final Fifteen

Entrant: Clarke College

Advertiser: Clarke College

Title: Homecoming 2009 Campaign

Contributors:

Gayle McAllister, Lead Designer

Melanie Johnson, Web Developer

Tricia Pitz, Creative Director

Jamie Specht, Project Manager
Mike Cyze, Copywriter
Katie Bahl, Client

Arts, Poster

Award: Final Fifteen
Entrant: Mission Creative
Advertiser: Dubuque County Fine Arts Society
Title: MOMENTUM
Contributors:
Tom Culbertson, Creative Director
Sean Murphy, Senior Designer
Paula Neuhaus, Administrative Director
Gene Tully, Consultant/Guru/Brainchild/Muse
Aaron Hefel, Entertainment Director
Rich Rossignol, Gallery Director
Tim McNamara, Founding Father
Woodward Printing Services, Printing

Award: Final Fifteen
Entrant: Mission Creative
Advertiser: National Mississippi River Museum & Aquarium
Title: Your best shot for summer time fun.
Contributors:
Tom Culbertson, Designer/Illustrator
Mission Creative Staff, Creative Direction
John Sutter, Project Coordination
Union-Hoermann Press, Printing

Arts, Mixed Media Campaign

Award: Final Fifteen
Entrant: DreamCatcher Production
Advertiser: Ghost Player, LLC
Title: Field of Dreams Ghost Players
Contributors:
Joe Scherrman, Director & Owner DreamCatcher
Suzie Wright, Creative & Owner BallyHoo Creative
Nick Vetter, Creative & Owner Low and Inside
Aaron Spears, Editor Metro Studios
Mark Jones, Website Design

Self-Promotion, Broadcast

Award: Final Fifteen
Entrant: Mission Creative
Advertiser: Mission Creative
Title: Mission Creative ON-HOLD
Contributors:
Tom Culbertson, Creative Director
Sean Murphy, Senior Designer
Betsy McCloskey, Managing Director
Jason Alley, Copy Writing
Sunsports Production, Production

Self-Promotion, Interactive

Award: Final Fifteen
Entrant: McCullough Creative, Inc.
Advertiser: McCullough Creative
Title: McCullough Creative Website
Contributors:
McCullough Creative Team, Copywriting and Design
Paul Gardner, Programming

Self-Promotion, Mixed Media Campaign

Award: Final Fifteen
Entrant: Mission Creative
Advertiser: AAF Dubuque
Title: Explore Your Creativity
Contributors:
Tom Culbertson, Creative Director
Sean Murphy, Senior Designer
Jennifer Belvel, Interactive Media Director
Matt Connolly, Programmer/System Administrator
Heather Ames, Designer
Jamie Specht, AAF 9th District Officer
Tricia Pitz, AAF Dubuque Committee
Jennifer Hanniford, AAF Dubuque Committee

Logo

Award: Final Fifteen
Entrant: Mission Creative
Advertiser: Buena Vista Regional Medical Center
Title: First Embrace
Contributors:
Tom Culbertson, Creative Director
Sean Murphy, Senior Designer
Betsy McCloskey, Managing Director
Vicki Dirksen, Director of Media Communications
Ann Mackrill-Wilson, Marketing and PR director
Coleen Imming, Committee
Diane Porter, Committee
Todd Hudspeth, CEO/Administrator

Award: Final Fifteen
Entrant: Mission Creative
Advertiser: Dubuque Art Center
Title: Art Market Dubuque
Contributors:
Tom Culbertson, Creative Director
Sean Murphy, Senior Designer
Jordan DeGree, Founder/CEO
Luke Gibbs, Project Coordinator
Dubuque Area Conventions and Visitors Bureau, Project

Copywriting

Award: Final Fifteen
Entrant: McCullough Creative, Inc.
Advertiser: McCullough Creative
Title: 2009 McCullough Creative Holiday Promo
Contributors:
McCullough Creative Team, Copywriting and Design

Special Recognition/Judges Choices

Brochure, Color

Award: Special Recognition/Judges Choice (Stephanie Fraase)

Entrant: Design Photography

Advertiser: Halcon Corporation

Title: Halcon Mitre

Contributors:

Ken Smith / Design Photography, Photographer

Fred Poisson / Halcon Corporation, Design / Production

Alex Davis / Halcon Corporation, Art Direction

Arts, Poster

Award: Special Recognition/Judges Choice (Michael Jahn)

Entrant: Mission Creative

Advertiser: National Mississippi River Museum & Aquarium

Title: Your best shot for summer time fun.

Contributors:

Tom Culbertson, Designer/Illustrator

Mission Creative Staff, Creative Direction

John Sutter, Project Coordination

Union-Hoermann Press, Printing

Local Only Categories

Award: Special Recognition/Judges Choice (Michael Knapstein)

Entrant: McCullough Creative, Inc.

Advertiser: McCullough Creative

Title: 2009 McCullough Creative Holiday Promo

Contributors:

McCullough Creative Team, Copywriting and Design

Student Best of Show

Digitally Enhanced Illustration

Award: Student Best of Show

Entrant: Evan Stickfort

Advertiser: Clarke College

Title: The New Neighbors

Contributors:

Evan Stickfort, Artist

Student Special Recognition/Judges Choices

Brochure

Award: Student Special Recognition/Judges Choice (Unanimous)

Entrant: Taylor Kellogg

Advertiser: Clarke College

Title: Janie & Jack Standards Manual